

ABSTRACT OF THE DISCLOSURE

[0099] A system and method for creating customized publications. Publication content is selected based on rules that associate particular content with customer profiles of individual recipients. In an exemplary embodiment, the customized publication is a product catalogue, the particular content is product information, and the recipients are customers. A rules engine associates the customer profile with a set of products comprising an offering. The rules engine determines which customers are to receive a custom customized catalogue, the size of the customized catalogue a customer is to receive, and the content of the customized catalogue for each recipient.